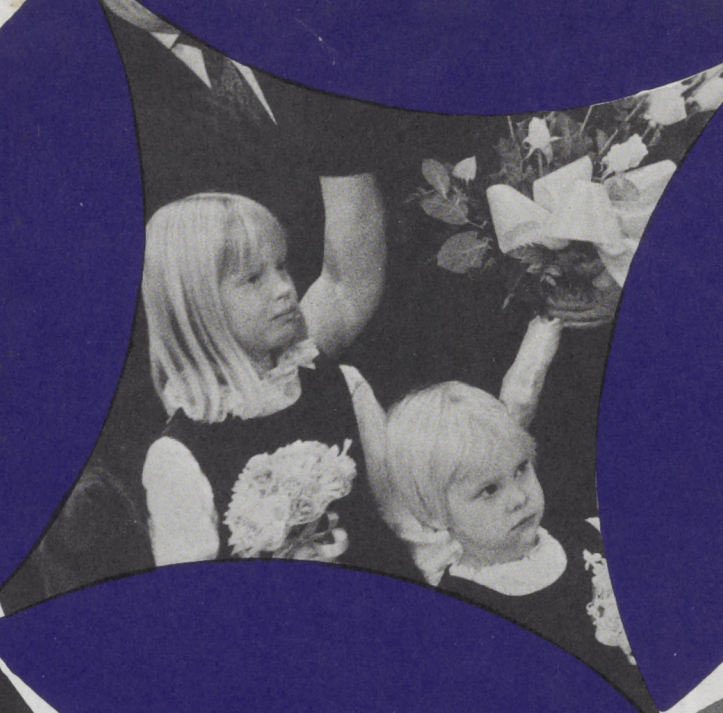
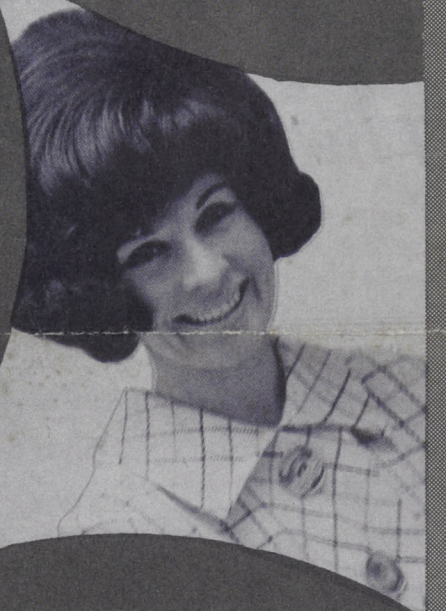
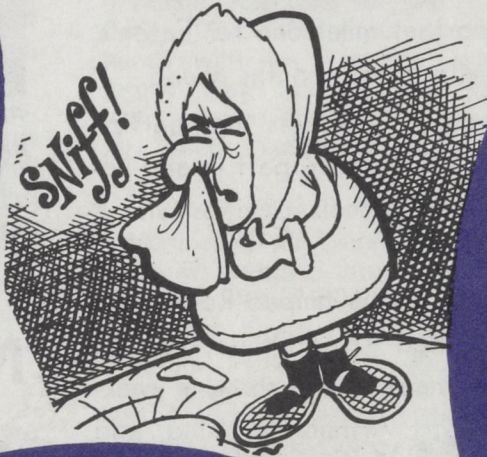


CONTACTS

A
MONTHLY
PUBLICATION
FOR
EATON
STAFF
MEMBERS

VOLUME 4
NUMBER 10
JANUARY 1969



Comment

There's No Present
Like The Past

This year is going to be a very important milestone for Eaton's, and there'll be plenty of things to celebrate in the months ahead.

Like any good birthday party there'll be presents and participants. In the next eleven months you'll be able to take part in and enjoy promotions, exhibits, and a host of recreational activities with a special Centennial flavour.

Among the fun events being planned by the Winnipeg Recreation Committee for the staff are a trip on a Red River Cruise ship, an auto rally, a special Centennial golf tournament, a dog show, a weekend chartered flight from Winnipeg to Port Arthur for skiing, and many more exciting events.

Preparations are currently underway on a special national souvenir staff publication called 100 Years Young to be issued in April.

This is going to be quite a year. The special events are designed to make it a memorable one for customers and staff. Keep up with what's going on by reading CONTACTS and staff bulletin boards.

The Next Hundred Years

The success of any business lies not only in its ability to provide the best in products and services but also in its ability to meet the increasing needs of tomorrow.

Emphasis on the future is very much a part of the Company's Centennial Year activities. Staff can help spur the Company to greater achievements in the Company's second century in countless ways, such as the rendering of a full day's work for a full day's pay, and by carrying out our duties in the most efficient and economical manner.

Many things in this world are changing, but such ingredients as economy, efficiency, skill, co-operation, and the spirit of teamwork are still vital to the success of our Company. And when we speak of the Company's success, we are speaking of our own success, inasmuch as the two are intertwined.



Architect's sketch of Eaton's beautiful new store in Saskatoon, to be completed in 1970.

TOPS POLO PARK

New Saskatoon Store To
Be Plaza's Largest Outlet

The new Eaton store now under construction at the north end of Saskatoon's Midtown Plaza shopping complex will be the largest retail outlet of about 40 stores, including a Simpsons-Sears store at the opposite end of the centre. Midtown Plaza is the first shopping development of its kind to incorporate two major department stores in Saskatchewan.

A total of some 200,000 square feet on three levels of the centre's 500,000 square feet of retail space will be occupied by Eaton's. When completed it will be the largest Eaton department store in any shopping centre in Western Canada.

The new store will be similar in design and appearance to the Polo Park store, opened in Winnipeg in May, 1968. A reinforced concrete structure, the building will have a precast concrete base and off-white brick exterior. The main entrance will be bronze with a precast concrete panelled canopy. It's designed with a special expansion feature: additional floors may be added to the original structure.

Adopting the Company's latest merchandizing concepts, the Saskatoon store will be a family-oriented outlet that will provide the most luxurious and up-to-date shopping facilities in the province.

THREE LEVELS

Entering from the air conditioned and enclosed mall and court, customers will discover on the Mall Level's dramatic displays and wide assortments of the latest in women's and men's ready-to-wear fashions and accessories. The Upper Level will feature home furnishings, the

lower level will be devoted to children's wear and convenience goods' areas. Each floor will be integrated for greater shopping convenience, with all three levels linked by a glass-walled, modern escalator system. A beauty salon, sewing centre, travel bureau, post office and other essential customer services will be available in the new store.

FOR SALE

The existing Eaton store at 3rd Avenue and 21st Street, two blocks from the Midtown site, will be offered for sale. The Company has been in business in the area for over 40 years.

MIDTOWN PLAZA

Designed to change the face of downtown Saskatoon, the Midtown Plaza will include a retail-office-cultural complex, indoor parking space for nearly 900 cars in addition to the 900 ground level spaces at either end of the plaza. Easy access will be provided by exit ramps from nearby thoroughways. Inside the mall will be trees and benches, simulating a boulevard, to provide a restful place to pause while making the shopping rounds.

GROWING MARKET

The Saskatoon development was conceived to meet the demands of a growing market potential, both urban and rural, the population of which is expected to rise to 500,000 during the next 15 years. When Eaton's store opened in 1928, Saskatoon's population was only 42,000.



Over 50,000 cubic yards of earth were removed to make way for the foundations of the new Saskatoon store at the north-east corner of the city's Midtown Plaza shopping centre.

CONTACTS

A MONTHLY PUBLICATION FOR EATON STAFF MEMBERS

VOLUME 4 NUMBER 10 JANUARY 1969

Published to communicate the accomplishments and activities of the 9,800 Western Division staff, the performance and progress of our company and the retail industry.

EDITOR:

Michael Hartley,
Publications Office,
T. Eaton Co. Limited,
8th Floor, Winnipeg,
Store.
Phone SU3-2115

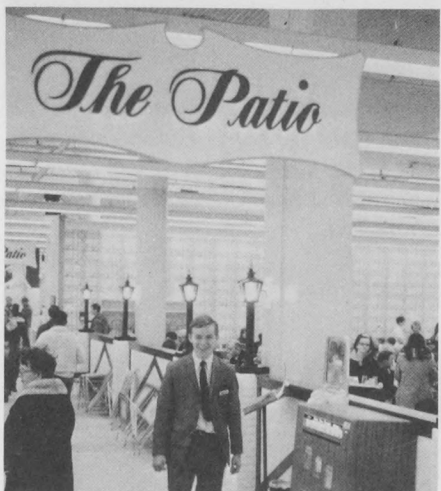
CORRESPONDENTS

Blanche Benson Brandon
Bernice Chorney Winnipeg
John Contant Downtown Store
Annette D'Angelo Saskatoon
Ruby Fraser Port Arthur
Lillian Galvin Winnipeg Service
Arnett Laughlin Building
Ian Ross Regina
Eve Wood Moose Jaw
Winnipeg Catalogue
Polo Park

Authorized as second class mail by the Post Office Department, Ottawa, and for payment of postage in cash.

Turning Of Gold Key Launches 2nd Century

The turn of a gold key in a door of Eaton's Queen Street Store by President John David Eaton accompanied by his two granddaughters and the boom of one hundred thunderbolts marked the official



"The Patio", Regina's remodelled cafeteria is a favourite eating spot for Queen City residents.

The Patio Attracts Customers

Regina's remodelled "The Patio" cafeteria has become an instant hit with customers since it was redecorated and enlarged.

As proof of its success the 95-seat cafeteria did more business on a recent Saturday than it did during a whole week under its old operation as a lunch counter.

"The Patio" is attractively decorated with a brightly coloured canopy over the food selection centre and has a row of coach lamps at the entrances and exits.

Dorothy Talbot, cafeteria supervisor, said during a recent interview with Contacts correspondent Lillian Galvin that efficiency had been greatly improved under the new operation. To help streamline activities behind-the-scenes a new dishwasher was installed, as well as a gas frier and a micro-wave oven, which have speeded up customer service.

"These new facilities have greatly increased the range and variety of hot meals and assortments of sandwiches and salads we've been able to offer," said Mrs. Talbot.

Three Celebrate Half Centuries In Centennial

During 1969, three Eatonians in Winnipeg will celebrate 50 years of service with the company: Harry P. Dee, Assembly and Shipping, April 1; Walter W. Mills, Food-ateria, June 28, and George Drummond, Men's Clothing, September 27.

Also in Centennial Year some 49 staff members will mark their 40th anniversaries and there'll be an addition of 80 new members to the quarter century club.

In the division, Esther Gilbertson, Prince Albert Accounts & Control, was the first staff member to celebrate a service anniversary in Centennial Year. Mrs. Gilbertson marked her 25th on January 3.

opening of Eaton's Centenary at 9:30 a.m. on January 2.

At the official ceremonies that followed, David Kinnear, Chief Executive Officer, welcomed on behalf of the Board of Directors some 1,200 members of the Quarter Century Club and other staff members.

"It's of considerable interest to note that fifty years ago a similar ceremony took place to mark the Company's Golden Jubilee Year," said Mr. Kinnear.

Then, the doors of this store were opened by the first, second and third generations of the Eaton family he said.

"Today, 50 years later, the third, fourth, and fifth generations are officiating in a similar ceremony," Mr. Kinnear added.

It is going to be an interesting year for staff and customers he said. "Hundreds of events have been planned — an international import fair in all the main stores from coast-to-coast, special fashion shows, special programs, activities and benefits, for the great Eaton family of employees," said the Chief Executive Officer.

The President spoke briefly before pushing a button to illuminate a six-foot square "Eaton 100" symbol made up of 750 tiny lights embedded in foliage. Mr. Eaton said: "You made this possible, and we hope you'll help us for another hundred years."

Bells rang throughout the store and the 32-member Canadian Opera Children's Chorus sang two songs especially written for the anniversary.

SO PROUD

At the close of the ceremonies, many staff members rushed to congratulate members of the Eaton family. The first person to shake hands with the President was a former staff member who spoke with tears in his eyes as he told Mr. Eaton: "I'm so proud."

OFFICIAL PARTY

Members of Mr. Eaton's immediate family who formed the official party included: Mrs. J. D. Eaton; Mr. and Mrs. John Craig Eaton, and their children, John David Jr., Henry Craig and Signy Catherine; Mr. and Mrs. Fredrick Eaton and their two children, Fredrik D'Arcy and Flora Catherine; and the President's other two sons, George and Thor. Lady Eaton, John David Eaton's mother, the Eaton wives and the two granddaughters received small replicas of the ceremonial key.

FIRST OPENING

It was on December 8, 1869 that Mr. Eaton's grandfather, Timothy Eaton, opened the first Eaton store, a small 24' by 60' establishment on the south-west corner of Young and Queen Streets in Toronto. This was the beginning of Canada's largest retail organization. Fourteen years later the T. Eaton and Company, with a staff of two men, a woman and a boy, moved across the street to the location now occupied by the present downtown store.

Today the company has about 35,000 full-time staff, 10,000 of whom have served 25 years or more.



Junior Fashion Co-ordinator Sue Rumberg interviews Gillian Emberley, who wants to be a model for Eaton's.

Applauds Younger Generation

In the midst of Eaton's tuned-in, groovy world of teen activities is Sue Rumberg, Youth Fashion Co-ordinator, Winnipeg downtown store.

Directing Eaton's youth events is an exciting and sometimes hectic responsibility. It isn't always easy to keep your cool in a job where you could be commenting at a fashion show, running a beauty workshop or talking to high school students about grooming and style.

Sue is enthusiastic about her work. She helps organize the store's Hi-Set club, for some 1,000 teenage girls, and writes the group's monthly newsletter to keep them informed on club activities and new developments in fashion. She takes a personal interest in club members' fashion needs and spends a lot of time answering questions.

Another interesting assignment is the compiling of a scrap book on youth activities in the store to be entered in a Seventeen Magazine competition. As a result of her keen interest in new style trends, Sue writes a fashion column for Youth Beat, a newspaper circulated to all Winnipeg high schools.

What are her views on young people? "Teenagers are better informed than their predecessors ever were at their age," she said. They're deeply concerned about the problems they see around them and the world doesn't come close to their high ideals, so they try to change it, Miss Rumberg added.

"What impresses me most about them is that they're so interested in what's going on around them — they're continually searching, probing, questioning," she said.

With this generation on the scene, the future holds great promise.

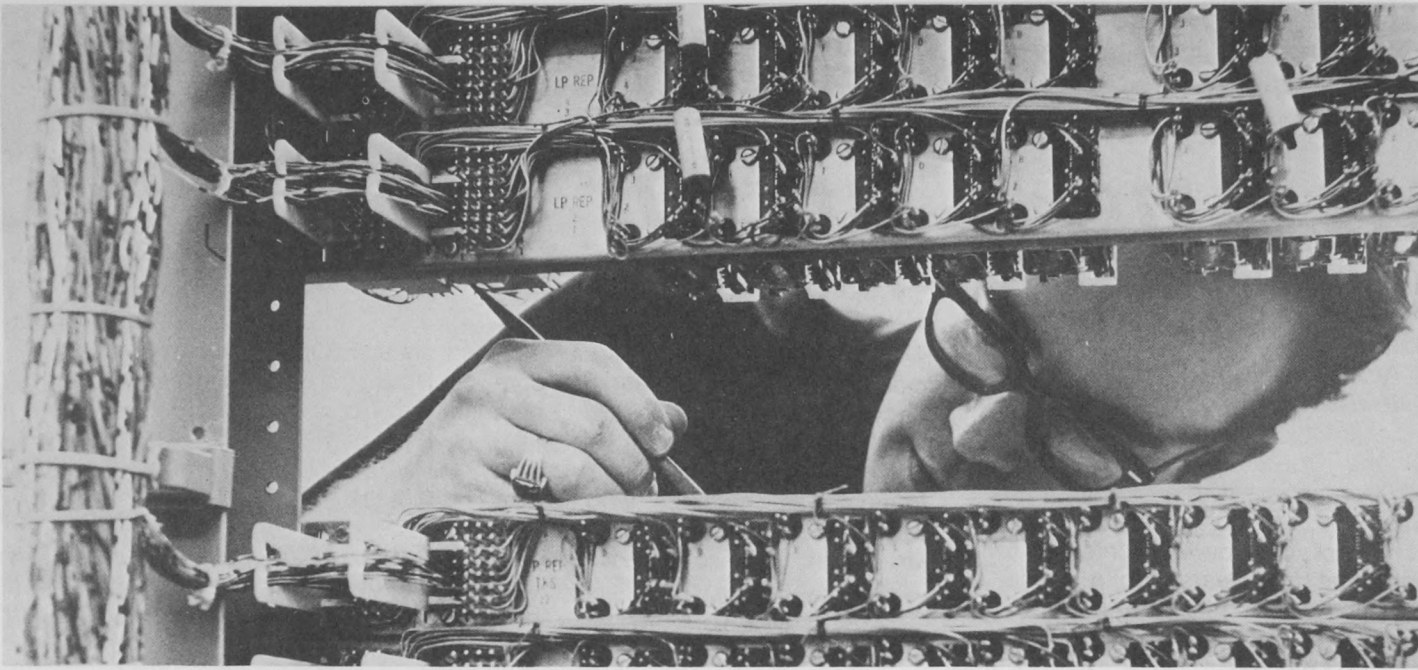
Staff Entertain Senior Citizens

The residents of the Middlechurch home of Winnipeg received a special festive season bonus from Eaton's in the form of a staff Christmas party held in their honour on December 30.

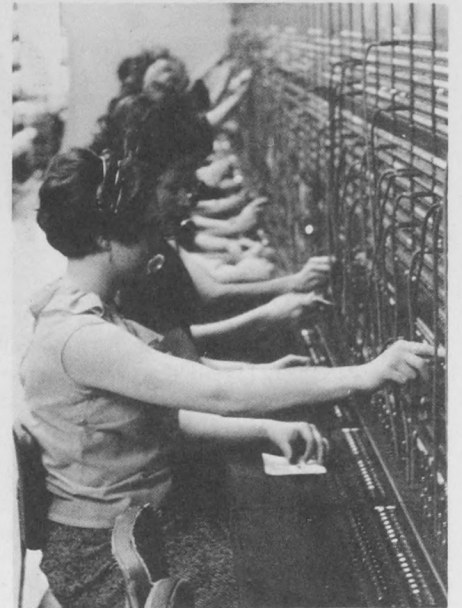
The evening's fun-filled program for some 225 senior citizens included a sing-song, a dance act, and a presentation of gifts from Santa. Eaton's Junior Councillors and Junior Executives sang carols, accompanied by Jim Gillies at the portable organ, to the folk who were confined to bed in the personal care wards. Master of ceremonies was Peter Dyck, president of the Eaton Employees' Fund.



A smiling President and his wife accompany their granddaughters, Signy Eaton, left, and Flora Eaton, at the centennial year ceremonies, Queen Street store, Toronto. At left of the President is his eldest son John Craig Eaton.



A Northern Electric plantman, Rudy Erbach, makes ready the Centrex system which will speed the completion of customers' calls to Eaton's.



After Centrex some Eaton operators will have new assignments. Others will still be required for console operation.

New Phone System To Be Most Modern In Use By A Retailer In North America

To give Eaton's a better, more flexible telephone system, to meet the needs of today and tomorrow, the company is introducing a new telephone system to the Winnipeg complex on Monday, February 24.

The new system, known as Centrex, is the most up-to-date of its kind in operation in a retail company in North America. Centrex, a relative newcomer to the communications world, has already proved its value to large telephone users.

From a telephone standpoint, Eaton's is like a 'town' with large telephone requirements often exceeding those of many communities.

Eaton's in Winnipeg has a population of approximately 6,000 staff members. We have over 1300 telephones, and handle 15,000 to 20,000 incoming calls a day.

WHY CENTREX?

Through the years, as Eaton's grew, the number of calls we received skyrocketed, and more and more positions had to be added to switchboards. Even with the force of up to 18 operators, incoming calls flooded the switchboard at times.

It seemed a never ending spiral: train more operators to handle an ever increasing load, and then by the time they're trained, still more would be needed. Where would it stop?

Years ago, telephone engineers set out to solve the problem, which was not too uncommon in large companies. The solution was reasonably simple: design a system which furnishes to large users many service features that are available to one-line users plus other service arrangements that large business customers may require. The result was Centrex.

The big advantage of Centrex over earlier business telephone systems is that incoming calls may be made directly to any of Eaton's telephones, bypassing its switchboards. Circuits are arranged so that every phone has a seven digit number: the Centrex central

office number, 988, plus a four-digit number assigned to individual phones. Instead of dialing the company's new switchboard number, 988-2111, callers may simply dial direct to the phone of the department or individual they want, when the direct number is known to them. Centrex also enables phone users to dial their own "outside" and intercom calls, without switchboard help.

CALL TRANSFERS

A special feature, not available in earlier Centrex equipment, is that with Eaton's new system staff will be able to transfer calls from one department to another. If the caller wants to be connected with

another department, it's a simple operation.

The cradle button is pressed down once by the call receiver, who then dials the required department's four-digit number or dials "O" to direct the call to the console operator. The Centrex equipment completes the transfer.

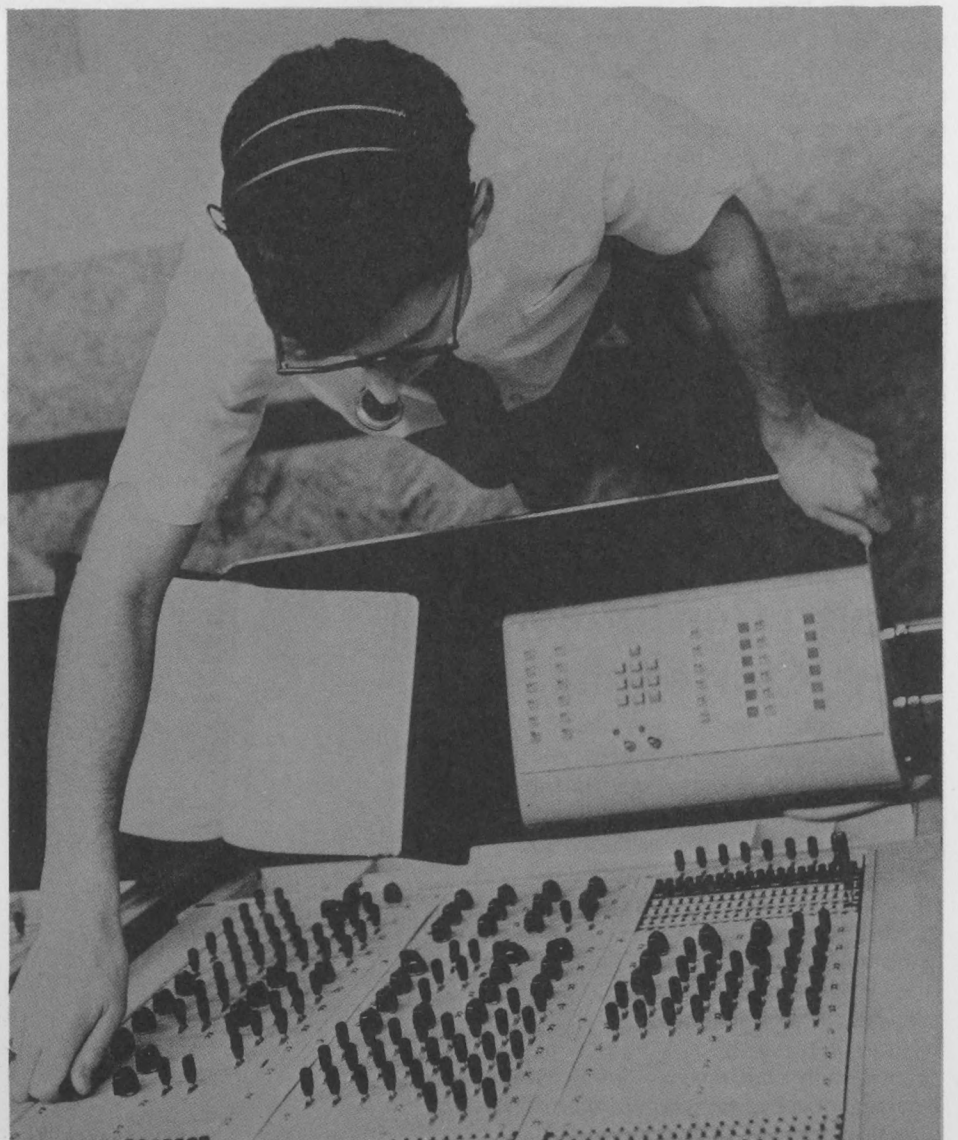
"Centrex is a revolutionary method of communications which will be a time-saver for our customers and will speed inter-office business," said Charles Bouskill, Industrial Engineering Manager, who heads a Centrex committee comprised of telephone communications, training, and publicity people.



Racks of Centrex equipment are being tested by Dave Chandler of Northern Electric.



Trainer Linda Dooley, left, demonstrates to training staff how to transfer a call. From left to right are Mrs. Dooley, Judy Riese, Danny Quesnel, Marianne Harras and Rose Carron.



Because Eaton's telephones will have seven-digit numbers, much work has to be done in the Manitoba Telephone System's central office to provide this service. Here Harvey Shieff of Northern Electric checks a circuit.



Residents of Baudette, Minnesota, start to rebuild their town after it had been devastated by a fire that swept through the area on October 7, 1910. Eaton relief supplies helped destitute, homeless people.

Recalls Company Aid To Fire-Ravaged Area

"I was nine years old and spent most of the night with the rest of my family waist deep in the Rainy River, splashing water over ourselves, while it rained fire all around us," wrote R. T. Ray, in a



CELEBRATE WINNINGS: The combined efforts of Colin Lowther, Winnipeg Advertising, and Bert Farrant, Workroom Administration, resulted in the winning of a \$5,000 prize. Mr. Lowther, unable to attend a Kinsmen club elimination draw, asked Mr. Farrant to go in his place and he consequently won the top prize with Colin's ticket.

Who Is The Pilot?

An airplane flying to Winnipeg has a crew: a pilot, a co-pilot and a navigator. Their names are Brown, Green, and Gray, but not respectively.

Three of the passengers on the plane are also named Mr. Brown, Mr. Green, and Mr. Gray. Mr. Gray lives in Winnipeg, and is on his way home. The co-pilot lives halfway between Port Arthur and Winnipeg. The co-pilot's nearest neighbour, one of the three passengers, earns three times as much as the co-pilot.

The co-pilot earns \$5,000 a year. Mr. Brown earns \$10,000 a year.

Green beat the navigator at chess. The passenger who lives in Port Arthur has the same name as the co-pilot.

What's the pilot's name? (Answer next month)

letter to the company describing a disastrous fire near the Ontario-Minnesota border and Eaton's speedy dispatch of supplies to many destitute, homeless people. A newspaper's story on Eaton's Centennial Year prompted Mr. Ray to recall this holocaust which occurred 59 years ago. "The town of Baudette, Minnesota, and the whole countryside was engulfed by a tremendous bush fire and completely wiped out," he stated. Some 168 people died and hundreds were left homeless.

Mr. Ray, whose family have been Eaton customers for over 60 years, vividly remembers sharing their river refuge with terrified animals: "Deer, bears, foxes, wolves, skunks, and rabbits ran frantically up and down the shore line and in and out of the water close enough at times that we could have reached out and touched them."

They had nothing to fear from the animals. The danger came from the flames that rushed through the timber on both sides of the river. The plight of those further away from the safety of the water was terrible. "If they didn't have a root house in the ground, they were roasted alive," wrote Mr. Ray.

When the news reached Winnipeg, Eaton's spearheaded a drive to send supplies to the stricken community. According to a Free Press report company officials started making up relief shipments half an hour after the reports of the disaster had first filtered in. Eaton merchandise was loaded by staff into a special railway car filled with such items as 50 tents, 100 pair of blankets, 15 stoves, 6 dozen lanterns, ten cases of soap, and 50 sheep-lined coats. The value of the goods was \$4,000. Mr. Ray mentioned that today it would be equivalent to \$16,000.

"However, it was the prompt action on the part of Eaton's in getting the supplies away to these unfortunate people that meant so much at the time," said Mr. Ray in his letter.

In a telegram to the Mayor of Winnipeg W. Sanford Evans, the Governor of Minnesota wrote: "On behalf of the whole people of Minnesota, and particularly on behalf of its stricken citizens of Spooner, Baudette and surrounding country, I thank you, and through you, the good people of Winnipeg, for their prompt and generous relief measures."

At the close of his letter, Mr. Ray said that it was a great pleasure to extend to the Eaton family and the company his congratulations on their 100th anniversary.

New Container Service Comes To Winnipeg

The era of full-scale container transportation began in Canada with the recent arrival of the 12,000-ton "Manchester Challenge", a specifically-built container ship of Manchester Liners, at Montreal's new container port.

Several of the vessel's containers, which are eight by eight by 20 foot sealed boxes containing merchandise, arrived in Winnipeg this month filled with Eaton merchandise ordered from the United Kingdom.

The big advantage to Eaton's of containers is that they get merchandise from the United Kingdom landed in Winnipeg speedily and efficiently. Company transportation officials have been vigorously promoting this streamlined method. Pilferage costs are reduced since merchandise is never opened from the time it is loaded overseas until it is received by the company; and container ships are designed for fast turn-around in port.

Containers were unloaded by giant overhead gantry cranes from the "Manchester Challenge" and transferred to dockside. An overhead crane near the rail siding plucked

containers from the ground and placed them on flat cars.

By arrangement between Manchester Liners and CN, containers were transported to Winnipeg by rail. Containers destined for Eaton's Winnipeg complex were placed on trucks and driven to the Company's receiving docks.

Container terminals are also planned for Quebec City and Halifax for service by other ocean liners and inland carriers. The possibility of establishing a transcontinental service for container traffic is currently being investigated. Containers in a ship from Japan, for example, might dock at a west coast port, and transfer its containers to a fast transcontinental freight train. Unloaded at an east coast port, the containers would be put aboard a ship bound for Europe. The result: the long, slow ocean haul via the Panama Canal would be bypassed.



Staff unload a shipment of shoes from the United Kingdom at the Catalogue Building's receiving dock.



A CN driver explains to Eaton officials how containers are loaded on the back of trucks.



Containers aboard the "Manchester Challenge" were unloaded by a giant overhead gantry crane.

Wedding Dresses Wanted

The Winnipeg display department wants to loan turn-of-the-century wedding dresses for a display. If you have a historic wedding outfit, please contact the Downtown store's display department as soon as possible.

Names In Next Issue

Names of the charter members of the Winnipeg downtown store's Master Salesman Club will be printed in the February issue of Contacts.

Shirley Rauser

Wins Top Prize

The divisional winner of the monthly in-store solicitation program's \$75 prize was Shirley Rauser from Campbell River, British Columbia.

Runner-up awards of \$15 were presented to the following: Mrs. Mary Truss, Brandon; Mrs. R. Ross, Winnipeg; Mrs. Phyllis King, Winnipeg Catalogue; Mrs. Leona Gerwing, Melfort, Saskatchewan; Mrs. H. Desbold, Regina; D. Simpson, Saskatoon, and L. Hoblyn, Port Arthur.

GET INTO THE ACT!

Among the activities planned for Centennial Year is a staff exhibit of historical items. To stage this event, the organizers will need the loan of your interesting articles from yesteryear.

What kinds of material would best suit a display of this sort? A few examples are old photographs, newspaper clippings, booklets, turn-of-the-century costumes, company records, muskets, and ancient furnishings, such as kerosene lamps, typewriters, chinaware, and spinning wheels.

The exhibition is planned during centennial and will be held in the Winnipeg downtown and Polo Park stores. When you're doing the spring cleaning watch out for these treasured items from the past. Contact the Staff Relations Department, 8th Floor, Winnipeg Downtown Store, by mail or telephone, and list the historical pieces you wish to exhibit. Polo Park staff should send this information to: Mrs. R. Collins, Personnel Office.

LATEST SECURITY EQUIPMENT INSTALLED IN WINNIPEG STORE

For a part of the day Eileen Wershler watches television — and she gets paid for it. The small TV set on her desk is an integral part of a revolutionary new security system called Photo-Scan.



PIPES WANTED

Captain Bert Armstrong, left, band administration officer for Winnipeg's newly-formed Air Cadet Pipe Band, urgently needs seven sets of bag pipes to make up the group's full complement of 24 pipers. Contact Mr. Armstrong in the Winnipeg Plant office if you have a set of pipes the cadets may use. The band hopes to make its debut at Polo Park on April 18. At right is Band Major John Reay teaching the techniques of piping to Sergeant Mike Dudar.

People

Marie Adams, book department, Winnipeg downtown store received the Manitoba merit award prize of \$100 in the Canada Permanent Trust Company's student writing contest. Miss Adams, a Sacred Heart Convent student, wrote a 2,500 word short story entitled "The Rose."

Dick Randall, Sales Manager, Saskatoon Men's Furnishings, was the guest of honour at a get-together at the Marigold Cafe on January 10. Some 76 people attended the event which marked Mr. Randall's fortieth anniversary with Eaton's. Fred Coates presented Mr. Randall with a desk and chair.

Installed in several areas in the Winnipeg downtown store, Photo-Scan is equipped with a closed circuit television camera encased in a satellite suspended from the ceiling. The satellite is linked to a television set in the Security Office, which is capable of recording the activities in an area of up to 2,000 square feet. Photo-Scan is also a deterrent to shoplifting. Easily visible to potential shoplifters, the satellites are placed in areas with high pilferage rates.

The Winnipeg store is the first Eaton outlet to install the new equipment and our company is also the first large department store to use it in Western Canada.

The new security system may also be equipped with a time lapse photography feature, capable of filming events on a video tape.

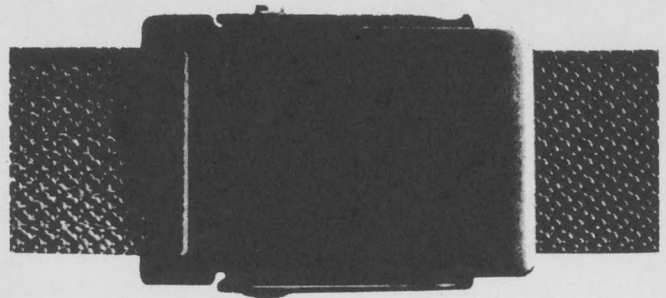
Satellites have five lenses which may be adjusted to give alternate views of the area they're scanning.

"We're very excited about the potential of this new equipment and the results to date have been most favourable," said Sid Hall, Security Manager.

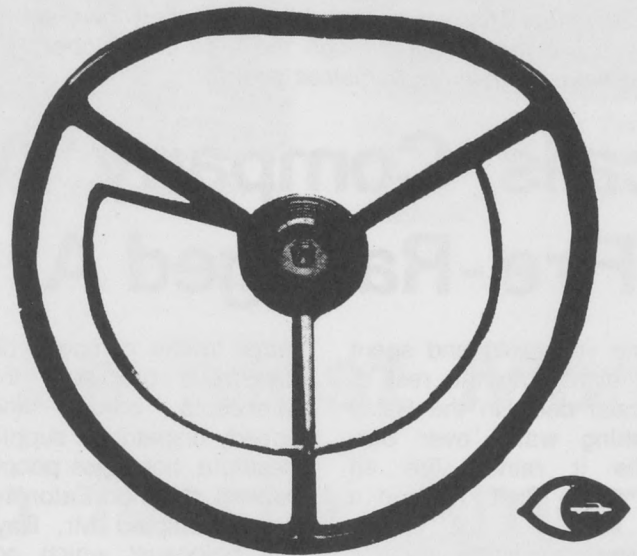


PHOTO-SCAN: Eileen Wershler, Floor Operator, Winnipeg Security, presses a button to adjust the view covered by Photo-Scan's television camera hook-up on the sales floor.

Would you rather buckle this...



or this?



PARCEL PICK-UP STAFF PRAISED: Spencer Harding, left, and Bill Janman, Parcel Pick-Up, Winnipeg downtown store, cheerfully changed a flat tire for a customer and were complimented for their efforts. In a letter the customer wrote: They changed the tire in between loading cars and "not for one minute did they shirk their jobs or keep customers waiting. This I believe is beyond the call of duty, but helps make Eaton's a nice place to shop!" She also said: "Mr. Spencer Harding is always right on the job with a smile, always willing to do just a little bit more than is actually required of him."

Klinck Rink Sinks Big 'O'

Eaton's rink in the Manitoba Curling Association's British Con-

sols playdown were responsible for the upset of the season.



SATELLITE HOOK-UP: A satellite, with an enclosed television camera, 'watches' the Drug department, Winnipeg downtown store.

The Eaton foursome, skipped by Errol Klinck, Polo Park Ladies' Wear, downed the seeded number one crack Fort Rouge shotmakers by a score of 11-7. It was the first loss for the Fort Rouge skip Orest Meleschuk, known in curling circles as Big 'O'.

Seeded number 56 in a field of 56, the Klinck rink got their chance when they were one up coming home. Errol added three more when Meleschuk was a shade heavy trying to bump back a Klinck stone deep in the four foot rings and forced an extra end.

Klinck was backed by third W. H. Evans, Personnel and Operating Manager, Winnipeg area, second Brian Muirhead, Merchandise Control, and lead Doug Brault, Wage Administration.

The Big Store Is Now 100 Years Old

It's a major milestone when the nation's biggest retailer and fourth largest employer celebrates a centennial. It all began when a 35-year old Ulsterman paid \$6,500 for Jeenings' drygoods store and stock and opened for business December 8, 1869, on the southwest corner of Young and Queen Streets in Toronto.

A great deal has happened since Timothy Eaton, who died in 1907, purchased the 24 by 60 foot store. Through the years the little store has become a company that stretches across Canada.

Today, Eaton's includes 54 department stores, five warehouses and service buildings with retail outlets and 352 catalogue sales offices.

In addition to being the biggest department store chain, individual departments are among the largest in their field. For instance, Eaton's has more than 50 restaurants, snack bars, and staff cafeterias.

Last year they served about 20 million people — that tops Canada's population by 2,000,000. Some 6½ million people were served last year in the Winnipeg downtown and Polo Park customer and staff restaurants.

If all the pages of the 18 million copies of Eaton's nine annual catalogues were laid side-by-side they'd make a strip of paper 21 feet wide around the equator.

Statistics, however impressive, have little to do with

Eaton's special status in the way it has reflected and, in some ways, helped build Canada.

Goods bought from Eaton's helped settle the west. The Catalogue stirred people's imagination. Immigrants learned English by matching words with pictures in the catalogues. Indians once called the catalogue the "Wishing Book." It also served as a children's cut-out book and, when boiled down, it was used to colour Easter eggs.

A Saskatchewan town has been named "Eatonia". In Toronto, the city's largest United Church, a Trent University building and several hospital wings have also been named after the Company.

The special appeal of Eaton's catalogue wasn't confined to Canada. As early as 1907, a postcard from Hiroshima asked for a catalogue.

A Philadelphia society matron was told once that Eaton's couldn't spare a wedding bureau staffer to go to her city to arrange her daughter's wedding so, she brought the wedding, guests and all, to Toronto.

HELP OTHERS

Assistance to needy organizations has become an Eaton tradition. The Company and staff are the largest givers to the United Way. Eatonians also contribute other money and

devote their time and skills to a host of organizations.

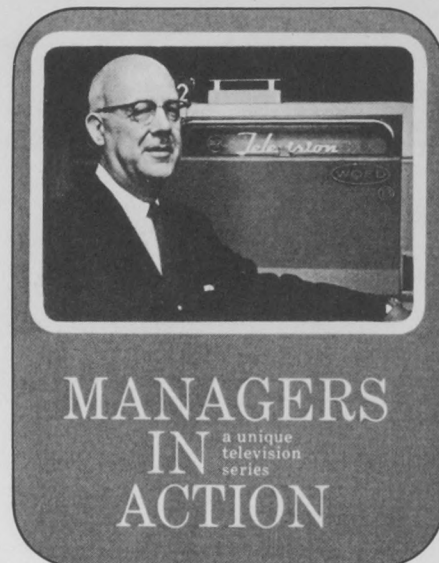
The Company has never been a firm to ignore either war or disaster. Sir John Eaton equipped the Eaton Machine Gun Battery in World War 1, and in 1917 sent a chartered train full of relief supplies to the victims of the Halifax explosion. Some 10,000 Eatonians have served in five wars, ranging from the Northwest Rebellion of 1885 to Korea in 1950-53.

In 1942 the company gave \$10,000 to aid Russia. In 1946 \$12,500 was given to Chinese War Relief. Following World War II, Eaton's sent war-ravaged Greece \$5,000 and Britain received \$65,000. A year ago, Eaton's gave \$4,000 to Florence to aid the Italian city after a disastrous flood.

CENTENNIAL YEAR

The Eaton centenary will combine the past with the future. A history of the store, written by Canadian author William Stephenson, will be published. Special emphasis will be on merchandising as well as some exciting futuristic exhibits. A telephone display will demonstrate how customers will dial a number to make a purchase. Another major highlight will be an International Import Fair.

It's going to be quite a year — so enjoy it while it's here. The more you enjoy it, the more fun there is in store for everyone who shops at Eaton's.



Pine Room Sponsors Dynamic TV Series

"Managers in Action", a dynamic new 13-week television program on CJAY-TV in Winnipeg is being sponsored by the downtown store's Pine Room.

The half hour program began on January 19 and will run at 2:30 p.m. every Sunday until April 13.

The series will feature 13 down-to-earth talks by a man who has dedicated his life to effective management — Lawrence A. Appley, President of the American Management Association.

Among the topics to be discussed are the Essence of Profit, the Ten Commandments of Management, and the Qualifications of Management as a Professional.

For almost 20 years, Mr. Appley has been president of AMA, an organization which provides management education programs. "Managers in Action" will give viewers new insight into management principles and practices, coupled with messages of inspiration and guidance.

Fashion Expert Talks To Marketing Group

"Fashion is the heart beat of retailing," said Lillian Vadeboncoeur, Winnipeg Fashion Co-ordinator, in a talk on "What is Fashion" to the Sales and Advertising Club at their monthly meeting at the Charterhouse Motor Hotel on January 6.

One way to sell more fashion is build a strong fashion image and the store with such an image stands out among its competitors said Mrs. Vadeboncoeur.

Eaton's Fashion Co-ordinator also spoke on fashion and retailing in the future. She predicted that customers will be able to order merchandise direct by phoning Paris or Hong Kong, instead of travelling to markets, future buyers will look

at a manufacturer's lines on TV.

Changes in downtown planning is another upcoming development. "Streets in areas near stores will be closed and converted into parks with swimming pools, skating rinks, lawns, and landscaped gardens," said Mrs. Vadeboncoeur. Traffic will go underground and so will parking facilities and service stores.

How will living underground affect fashion? Lillian Vadeboncoeur said: "Men and women will wear brighter clothes to compensate for absence of natural light."

Leisure Days Ahead

Best wishes to the following Eatonians on their retirement:

WINNIPEG

Mr. R. Dash, Parcel Delivery, 38 years of service.
Miss F. Edwards, Catalogue Distribution, 35 years of service.
Mr. D. Humeniuk, Shoe Repair, 31 years of service.
Miss K. O. Smith, Telephones, 30 years of service.
Miss E. Tamplin, Customers Accounts, 25 years of service.
Mrs. P. Galbraith, Catalogue Distribution, 14 years of service.
Mrs. M. Simpson, Grill Dining Room, 13 years of service.

PORT ARTHUR

Mrs. A. Delpino, Alterations, 19 years of service.



GOURMET SHOP: A vivacious newcomer to the Housewares department in the Winnipeg downtown store is Judee Gannon, a home economist in the Le Bon Appetit shop. Mrs. Gannon is shown here demonstrating a fondue for cooking gourmet dishes.



CAGERS' CLUB: Executive of the newly formed Winnipeg staff basketball club stage an 'action' shot for Contacts. From left to right are Guy Cryer, Dave Holden, Don Courtland and Jim Cox. The group's first game is slated for Tuesday, January 28, from 7-9 p.m. at Andrew Mynarski Junior High School. For further information contact club president Dave Holden, Restaurant department, downtown store.

Harold Hnatiuk Named For Award



Harold Hnatiuk

Eaton drivers have earned a remarkable reputation for top-notch service, reliability, and courtesy. Among the drivers to be recently praised by customers for outstanding service was Harold Hnatiuk. In a telephone call to the transportation office, a Winnipeg customer said that she'd shopped at Eaton's for a long time and met several excellent drivers. However, Mr. Hnatiuk's courtesy and consideration topped anything she'd experienced before. The result: transportation officials voted Harold Hnatiuk driver-of-the-month in the division-wide contest.

Winnipeg Appointment

Mr. T. J. Carrie, Accounting Department Supervisor.

Travel, ATO Move To New Location

Start of Major Development

Two customer services in the Winnipeg downtown store — the Where-to-Go travel bureau and the Attractions Ticket Office — have moved to a new location on the North-East corner of the 8th floor. Their relocation is the start of a major development to combine customer services on the same floor. This area is to include the post office, cash office, and shopping service.

Where-to-Go travel opened in the downtown store two years ago and the bureau has a satellite office in Polo Park. Commenting on the travel operation, manager Leo Cinq-Mars said: "It's an interesting business that keeps you on your toes."

The travel agency is handling the arrangements for the staff chartered flight to London, England. A few seats are still available on the return flight which costs \$220 per person and staff should contact the travel office for details.

Maurie Frankel is manager and owner of the New World Attractions Company, the parent organization of ATO. In four years of operation, the ticket office has doubled its staff to seven.

The effectiveness of the box office was underscored when they handled the ticket arrangements for such stars as Harry Belafonte, Petula Clark, and Herb Alpert.

The two offices were praised by Store Manager, J. Evan Church as "great traffic builders and excellent customer services."

* * *



Anyone for travel? The Where-to-Go travel office has the information and know-how to get you there. And we think Ruth Skolver's pleasant smile is just the ticket.



It's a hit! Are they going to see a prima donna, a rock singer, a Broadway show or a movie? Crowds line up to buy tickets from Eaton's popular Attractions Ticket Office.



SANTAMANIA: Who are they waiting for? The grand old gent from the North Pole . . . that's who! It was fun, frolic, and excitement for over 50 youngsters who attended the annual Caretaking staff party held recently in Winnipeg. The event's jovial MC was Tommy Giles, Caretaking Supervisor.



Cold Remedies From Around The World

Almost everywhere you roam, you'll discover one fact: colds outnumber other ailments 25 to 1. Before the advent of modern cold remedies, almost every other country — including our own — developed some amazing and amusing folk cures for the common cold.

The ancient Greeks, for example, recommended a pinch of gold dust in a glass of wine as a cold cure. Less expensive, the clever Chinese prescribed licorice to help coughs due to colds.

In France, heated glass cups were placed on a victim's back and chest — to clear up congestions. A more potent home remedy was developed by Russian farmers who wrapped their hoarse throats with cloths containing a salted herring. An old Texas cure for colds and congestion called for wearing a

necklace of onions for three successive days. By the third day, presumably, everyone else was driven from the house and the sufferer could at least sneeze and wheeze away in peace and quiet.

Closer to home, French Canadians, on the other hand, used to treat bad colds by giving the victims molds growing on the top of jam.

If you think that folk remedies are strange, how about this one?

Some European physicians in the 17th century treated colds by having patients put some of their hair between two slices of bread and feed it to their dog. The theory, perhaps, was that the cold germ would be transferred to the dog who had been "bitten" by the hair of the cold sufferer.

An 18th century British physician came up with an equally groundless

— but undoubtedly more popular — form of therapy: "Hang your hat on a bedpost, drink from a bottle of good whiskey until two hats appear, then go back to bed and stay there."

In remote areas where modern remedies are unavailable, natives still resort to primitive methods. Inhabitants of New Guinea use large shields painted with symbolic representations of ancestral spirits to ward off the common cold.

But Canadians know that the best weapons against a common cold are sensible diet and dress, plus adequate sleep, for prevention — and, for relief, the medications of modern science. These anti-cold weapons are fast becoming an international language — something like ah-chooo!

SERVICE ANNIVERSARIES

40 Years



Mr. W. Evans, Winnipeg, Dispatch, February 18.



Mr. A. B. Croan, Winnipeg, Made-to-Measure, February 20.

25 Years



Mrs. Esther Gilbertson, Prince Albert, Saskatchewan, January 3.



Miss Helen W. Pauls, Winnipeg, Patterns, February 16.



Mrs. Anne Didur, Winnipeg, Women's Clothing Alterations, February 11.

ANNIVERSARIES

In addition to those in the photographs are: 40 years — Mr. H. Lake, Winnipeg Auto Accessories, February 28, and 25 years — Mr. Matt W. Davey, Winnipeg Parcel Delivery, February 28.

During February three men will celebrate 40 years and two women and one man will celebrate 25 years.

CONTACTS

A
MONTHLY
PUBLICATION
FOR
EATON
STAFF
MEMBERS

VOLUME 4
NUMBER 10
JANUARY 1969

